

New Stats

- ◆ Bed Tax collections (CDT) decreased 18.8% , at \$401,427 in September 2019, compared to \$494,712 in September 2018
- ◆ Average Daily Rate decreased about 3.9% at \$99.70 in September 2019, compared to \$103.79 in September 2018
- ◆ Occupancy decreased about 28%, to 42% in September 2019, compared to 59% in September 2018

Administration

- Worked with Finance on a comprehensive contract grid
- Met with AUE re: health benefits costs
- Met with Drury Hotels
- Contacted legislative delegation re: Visit Florida
- Presented as part of the CVB's Tourism Partner Day
- Conducted interviews to fill the operations position
- Participated in the Lodging & Hospitality Association meeting
- Participated in the Mid-Florida Housing Partnership Board meeting
- Conducted a CVB Leadership Team strategy meeting
- Met with Chamber staff on strategic initiatives
- Spoke at the Biketoberfest® Media Conference and conducted interviews, did venue photo shoots
- Met with County finance staff re: peer-to-peer rentals and tax collections initiatives
- Attended various CVB advisory committee meetings
- Participated in a planning meeting with the National Cheerleading Association and local partners
- Had a conference call with AirDna re: our new analytics platform for peer-to-peer rentals
- Conducted a tourism update interview on WSBB Radio
- Greeted a group on behalf of the destination at the Hard Rock Hotel Daytona Beach
- Participated in a Tourist Development Council meeting at the Ocean Center
- Met with Rep. David Santiago and the Chamber's legislative action committee
- Met with Rhonda from Racing's North Turn re: the beach parade
- Enjoyed a Halloween-themed staff potluck lunch – what a great team! 😊

Finance & Human Resources

Human Resources:

- Processed biweekly payrolls
- Reviewed payroll and benefits
- Continue to review HAAA policies and procedures
- Reviewed employee PTO accruals and carry-over hours
- Reviewed candidates for the open executive operations position
- Reviewed health benefit renewals with AUE
- Held discussions with AUE re: employee PTO calculations

Finance

- Continued to review cash flow projections on a daily basis
- Continued to review bank accounts on a daily basis
- Prepared, reviewed and processed monthly AR aging and collections
- Prepared, reviewed and processed AP including weekly aging report
- Updated CDT grid, graphs and factors
- Worked on September financials for the HAAA Board

- Processed financial transactions for September and October 2019 financials
- Continued to review September and October 2019 budget vs. actual transactions
- Analyzed expenses and revenue projections for FY 18-19
- Prepared/distributed weekly financial reports for directors
- Continued to prepare for year-end audit scheduled in November
- Continued tracking and analysis of annual agreements and contracts

Group Sales / Meetings, Sports, Tour & Travel

Leads Distributed/Meetings: 12	Estimated Economic Impact: \$ 1,019,863
Definite Bookings/Meetings: 1	Estimated Economic Impact: \$ 34,940
Partner Assists/Meetings: 0	Estimated Economic Impact: \$ 0
Leads Distributed/Sports: 0	Estimated Economic Impact: \$ 0
Definite Bookings/Sports: 1	Estimated Economic Impact: \$ 40,000
Partner Assists/Sports: 0	Estimated Economic Impact: \$ 0
(Assists are Ocean Center referrals and or convention services for hotel partners)	
Tourism Leads: 7	Trade opportunities distributed to ALL Industry partners

Site visits

- A Coast Tours, U.S. Marine Corps League, Aquatic Exercise Association, Florida Take Off Pounds (TOPS), Alpha Phi Alpha Fraternity, HelmsBriscoe, Gay Days, Catholic Daughters of The Americas, Girl Scouts of the USA, USA Gymnastics, Fallbrook Gymnastics, Courtyard and Residence Inn Speedway, Daytona Invitational, International Nanny Association

Tradeshows, industry events attended

- Orlando Tour Operator Appreciation Reception, Receptive Tour Operator Summit (RTO), Boomers and Groups, Knowledge Exchange NYC, University of Florida Meeting Planner Forum, Destination Southeast

Meetings attended

- Marines 2020 Luncheon, National Cheer and Dance Association (NCA/NDA), Alltours Agent Meeting, Alpha Phi Alpha Alumni Chapter, Daytona Beach Soccer Club, Florida Sports Foundation Regional Sport Accord, Florida Marching Band Championships

Conference call meetings

- HAT Marketing/World Travel Market, Florida Student Nurses Association, Florida Association of Criminal Defense Lawyers, Florida Association of Court Clerks and Comptrollers, Florida School Nutrition Association, Inc., YMCA of the USA, Marine Corps League, Barbershop Harmony & Peabody Performance Center, Welcome To Rockville, Florida Sports Foundation, USA Judo, USA Gymnastics, University of Mount Union, Florida Flag Football Championship, Daytona Beach Invitational, Compete Sports, Soccer in the Sand, Tropical Bowl, USA Fencing, Player Omega, Florida Association of Basketball Coaches, USA Powerlifting, International Slow Pitch Softball, American Quilting Society Convention 2020

Prospecting calls/emails

- Lee Holidays, New Creative Tours, Maxim Tours, Group Travel Network, New Golden Horse Tours, North America Destinations, The Mark Travel, Eaglerider, Optur, AAA Winter Park, Tourico, Golfpac, Xsite, National Indian Health Board, Building Officials Association of Florida, Sparton Electronics, Order of the Amaranths, Florida Trail Riders, NICE, Inc., Florida Association of Criminal Defense Lawyers, Military Order of the Purple Heart & Auxiliary, Ormond Kayak Center, Tusawilla Disc Golf, Embry Riddle Aeronautical University Disc Golf, Dorris Leaper Park, IMM

FAM tours

- Planned Culture Heritage FAM itinerary for five TourGuides agents (November 15-17)
- Continued planning for four UK media (December 8-10)
- Continued planning for HelmsBriscoe weekend (November 15-17)

Industry shows booked/event planning

- Planned and hosted Florida Society of Account Executives (FSAE) Think Tank (35 executives, five area partners attended)

Convention Services

- Florida Marine Contractors Association, Order of The Q, Florida (Army Security Agency) Friends, Florida Head Start Association, Any Lab Test Now, Senior Summit, Florida Society of Account Executives, The Arc, Florida Smooth Jazz Foundation

Group Sales Coordinator

- Coordinated tradeshow items for Destination South East, Receptive Tour Operators (RTO) Summit, Connect Faith
- Attended webinars re: Simpleview training and lead distribution
- Trained in Committee meeting protocol
- Updated booking reports
- Provided coverage for Convention Services

Administrative

- Held two workshops: Meetings & Conventions and Sports Workshop which included presentation by Digital Edge; Tour & Travel Workshop which included a presentation by HotelBeds; all committees, HAAA Board and hotel partners invited; post workshop follow-up/update distributed
- Met with Robert Eubanks re: meeting sales
Presented at the CVB's Tourism Partner Day
- Registered for upcoming tradeshows
- Prepared fairshares for upcoming tradeshows
- Prepared email templates re: follow-up for upcoming tradeshows, sales missions and client events

Communications

- Media Release: Daytona Beach Honors Veterans with Celebrations, Special Rates in November
- Media Release: Daytona Beach Sports 4th Quarter Report
- Media Release: Biketoberfest® 2019 Launches New App for October 17-20 Rally
- Media Alert: Biketoberfest® Official Kick-Off News Conference October 17
- Media Tip Sheet: Biketoberfest® 2019 – What's News, What's Happening, Where to Go
- Media Release: Christmas Celebrations, Fun Facts and What's New
- Media Release: Biketoberfest® 2019 Where to Ride, Where to Demo Ride October 17-20
- DaytonaBeach.com Website Refresh Project: attended training sessions; continued creating and reviewing pages of content, images, navigation and links
- Biketoberfest®: produced the Biketoberfest® kick-off news conference and facilitated media relations for the event; shot/reviewed/selected Biketoberfest® images for CVB image library; helped deliver poster and new APP card to tourism partners in-market
- CVB's Tourism Partner Day: produced presentation, presented, staffed Communications table, followed-up with partners post-event
- Worked with the Agency on the Fall 2019 social influencer marketing campaign
- Completed review of Communications Dept. financials FY 2018-2019 (actual vs budget) and FY 2019-2020 budget spread
- Worked on community program plan; identified resources; defined strategy
- Provided PR response/support to: Flamingo Magazine; Daytona Nights; Ocean Art Gallery; Hilton Daytona Beach Oceanfront Resort; Ormond Beach Historical Society; Meetings Today; Expedia; Florida Outdoor Writers Association; News-Journal; City of Daytona Beach; VISIT FLORIDA; Volusia County Community Information; Destinations Florida; The Brandon Agency; Crabby's Oceanside; BBC; HAT Marketing; SeaBreacher; Hard Rock Hotel Daytona Beach; ONE DAYTONA; Daytona International Speedway; Orlando Attractions

- Researched, reviewed and edited four blogs from The Brandon Agency; reviewed images and posted blogs per schedule to DaytonaBeach.com; shared ideas for new blogs; reviewed/edited consumer eNewsletters with marketing
- Monitored media on tourism-related issues: red tide; crime; short-term vacation rentals; tropical weather; beach conditions; VISIT FLORIDA funding; fall festivals; "Wonderfall" media coverage; content generated from hosted media/FAMs; Visit Orlando funding; travel trends; local holiday events; holiday travel; Biketoberfest®
- Produced and distributed BEACH BLAST, a CVB monthly eNewsletter sent to partners on upcoming marketing and advertising opportunities
- Produced and distributed TOURISM TODAY, a bi-monthly eNewsletter sent locally to partners, government and community leaders and other interested individuals on CVB news and accomplishments
- Hosted 10 Brazilian travel media FAM in collaboration with West Volusia, New Smyrna Beach and VISIT FLORIDA (10/7)
- Hosted individual UK media visit in collaboration with HAT Marketing (10/24)
- Finalized FAM itinerary for two Mexican TV media (11/1-4); confirmed logistics for seven German media FAM (11/8-11) and German individual media visit (11/6); worked on itinerary for Chinese individual media visit (11/12-15)
- Reviewed/edited copy for online training with Group Sales/HAT Marketing (UK)
- VISIT FLORIDA: Reviewed/edited Canadian Guide blog; updated Daytona Beach content
- Reviewed/edited golf blog posts; started planning for potential PGA Show golf FAM (Jan. 2020)
- Secured replacement agreement with Simpleview re: digital asset management services
- Secured 2019-2020 agreement with TravMedia re: travel media database and distribution
- Participated in AirDNA data account set-up strategy meeting
- Attended meeting with Marketing and the Agency re: SkyNav asset production locations
- Attended bi-weekly CVB directors meetings; 2020 benefits enrollment; monthly staff meeting
- Participated in job candidate interviews re: executive operations position
- Attended HAAA Board meeting
- Represented CVB at: Daytona Regional Chamber meeting with Senator Tom Wright (10/31)
- Presented at the quarterly Tourism Development Council meeting (10/25);
- Coordinated the Florida Public Relations Association Volusia/Flagler Chapter Member Social
- Entered multiple events into the CVB event calendar online; assisted partners with submissions; produced monthly event calendar PDF and distributed it to all tourism partners
- Reached out to partners and community contacts re: holiday events and happenings (Nov/Dec)

Marketing & Design

Administration

- Registered for consumer shows; ordered register-to-win cards for Toronto consumer show, made travel arrangements, prepared and shipped booth supplies
- Attended Group Sales workshops re: report on LinkedIn, digital, social media efforts which support Group Sales
- Met with Daytona Soccer Club re: 2020 season and how to work together on social media, marketing and events
- Provided orientation to new Advertising Advisory Committee Member Angela Miniagi

Marketing & Design

- Hosted the CVB's 2nd annual Tourism Partner Day at the Ocean Center; 70+ partners attended to learn about the CVB and each department, co-op opportunities, keynote speaker from Trip Advisor; feedback survey sent to attendees
- Developed and notified partners re: CVB's free and paid 2019-2020 marketing co-op opportunities
- Created Group Sales presentation video re: Alpha Phi Alpha and World Travel Market
- Continued to reach out to local and regional promoters re: potential new events during shoulder seasons and specific lower volume time periods
- Discussed community/business/partner engagement program; developed theme logo/concept; video discussion

- Met with Danah Hay from Madden Media; re: VISIT FLORIDA marketing opportunity and “Make It Tampa Bay” economic/chamber/CVB campaign
- Confirmed Orlando Sentinel sponsor ads for travel page for 11/3, 11/17, 12/1, 12/15; notified hoteliers about the new paid advertising opportunity
- Designed/submitted full page ad for US Sports Congress insertion
- Prepared for SkyNav 360° aerial and ground shoot; selected 25 locations and 7 aerials, provided contacts at area businesses re: schedule shot times/days and permits; alerted partners of the paid opportunity with SkyNav
- Participated in a call with AirDNA, selected comparison- and sub-regions
- Provided CVB promotional assets and content for Player Omega bid packet
- Participated in Simpleview’s monthly analytics call; discussed Biketoberfest® traffic, Google hotel verses Airbnb search volume, website refresh, hotel page stats
- Met with John Cameron of the City of Daytona Beach re: review the success of Friday Night Bandshell Concert Series
- Reviewed, edited and approved creative and provided feedback on, ads for: WonderFall native, November lead/pop-up, Pinterest, Georgia paid social, Sunwing Facebook, Orlando Sentinel digital banners, Orlando Facebook, Thanksgiving Facebook, Orlando Sentinel print, Veteran’s Day
- Reviewed, edited, approved eNewsletters including Fall Festival Lineup; Find an Adventure That’s Just Your Speed; Exclusive Deals for U.S. Military Veterans; Thanksgiving – Mom’s Day Off; Have Yourself a Beachy Little Christmas; Florida and Georgia resident deals
- Reviewed and edited new videos including beaches, hiking & biking trails, ONE DAYTONA, need for speed, spectator sports and Jeep Beach
- Created upcoming holiday social shot list; purchased props; scheduled dates/times/locations with the Agency
- Created a custom map for a Hilton Daytona Beach Oceanfront Resort sales presentation

DaytonaBeach.com

- Continued working on the Website Refresh Project; added images, edited pages, corrected errors
- Added Tourism Today signup and CVENT lead generator pages; updated Beach Blast sign-up form
- Added Florida, Georgia, and Veterans deals pages, updated WonderFall landing page with additional content
- Added new listing/partners: Wild Rabbit Bistro, Daytona Limo, Paddle Like a Native Tours and Bronx House Pizza
- Reviewed Stackla and CrowdRiff options for User Generated Content services

Biketoberfest®

- Prepared for Biketoberfest® 2019: finalized all banners/signs, reviewed press release, distributed social/app cards/posters, created snapchat table signs, reviewed Biketoberfest® tip sheet, created Kick-Off invitation, wrote PSA for WHOG radio, participated in Press Conference
- Finalized and launched new Biketoberfest® 2019 App; populated it on website and promoted via social media and printed cards; sent thank you message to Biketoberfest® app users post-event
- Set-up/staffed the Official Welcome Center presented by GEICO at ONE DAYTONA
- Added information about registered trademark use to website
- Installed sign at Riverfront Park notifying bikers that the Welcome Center’s located at ONE DAYTONA
- Photographed event at key locations including Main Street, Iron Horse, Daytona International Speedway, Boardwalk, Daytona Beach Racing & Card Club, Welcome Center at ONE DAYTONA; shot Facebook Live event at Daytona Beach Racing & Card Club
- Created a recap list for changes/improvements for 2020 event
- Notified the County of registered trademark violations discovered
- Continued to update Biketoberfest® Social Media Calendar leading up to and during the event
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Biketoberfest® Facebook and Instagram throughout the event
- Submitted applications to rent banner poles for Biketoberfest® 2020
- Added Biketoberfest® 2020 dates and information on website and social channels

Analytics

- Pulled traffic and analytics for committee packets and staff including Biketoberfest®, Top 10 Markets to DaytonaBeach.com, DaytonaBeach.Golf, Tourism Today, Tourism Partner Day, Top 20 blogs, Biketoberfest® app

Social Media

- Reviewed Veterans Day social ads
- Approved Daytona Beach Instagram Stickers – sandcastle, #LoveDaytonaBeach, race car, lighthouse, World’s Most Famous Beach sign, beach umbrella, Daytona Beach Ale Trail
- Relaunched Daytona Beach CVB LinkedIn page
- Participated in VISIT FLORIDA’s Twitter Chat focused on arts and culture; participated in best practices call with Pinterest
- Created November Daytona Beach CVB and Sports Facebook, Instagram and Twitter social media calendars
- Broadcasted live weekly for #WaveWednesday on Instagram and Facebook
- Provided Florida Outdoor Writers Associations photos and handles for communication team
- Set up new Daytona Beach Area CVB Sprout Social media account; added all social media channels; scheduled Sprout Social training for marketing and communications teams
- Maintained/updated content, monitored and responded to all requests, and engaged with consumers on Daytona Beach CVB Facebook, Instagram, Twitter, Pinterest, TripAdvisor and on Daytona Beach Sports Facebook, Instagram and Twitter

Webinars/Training/Education

- Participated in webinars including: Destinations International’s How to Calculate Event Impact for New Users, Simpleview’s CMS Tools to Communicate Crisis Items, Firebase Analytics for the Biketoberfest® app, VISIT FLORIDA’s Social Series Equipment for Social Media Production, Sprout Social’s 10 Lessons from the Social Media Agency World

Visitor Information Centers (VIC)

- Collected 13 emails from the VIC at the Speedway; top three states of origin include Florida, Hawaii and Ohio; top international visitors Australia, Canada, England/United Kingdom, Germany and Poland.
- Collected 88 email addresses at VIC at Bruce Rossmeyer’s Harley-Davidson at Destination Daytona (strong demand for Biketoberfest® posters, pins and poker chips); top three states of origin include Florida, New York and Pennsylvania; top international visitors Canada, Germany and Costa Rica